What is claimed is:

1. A process for improving efficiency of a DNA amplification reaction, wherein a primer, in which a compound selected from a group consisting of LC-Red 705, an amino group, a phosphate group, biotin, DIG, DNP, TAMRA, Texas-Red, ROX, XRITC, rhodamine, LC-Red 640, a mercapto group, psoralen, cholesterol, FITC, 6-FAM, TET, cy3, cy5, BODIPY 564/570, BODIPY 500/510, BODIPY 530/550, BODIPY 581/591 and oligonucleotides with a combined G and C content of at least 25% and with at least four bases is added to a 5' terminus, is used as a primer.

2. A process for improving efficiency of a DNA amplification reaction according to claim 1, wherein said oligonucleotide with a combined G and C content of at least 25% and with at least four bases has a combined G and C content of at least 50%, comprises no more than 40 bases, and has a quantity of a more numerous base of G and C that accounts for at least 50% of said combined G and C content, and a quantity of a more numerous base of A and T that accounts for at least 50% of a combined content of A and T.

3. A process for improving efficiency of a DNA amplification reaction according to either one of claim 1 and claim 2, which is a process for improving PCR amplification efficiency.

4. A process for improving efficiency of a DNA amplification reaction according to claim 3, wherein said PCR is either one of asymmetric PCR and degenerate PCR.

5. A process for improving hybridization specificity of an oligonucleotide to a DNA, wherein an oligonucleotide in which a compound selected from a group consisting of LC-Red 705, an amino group, a phosphate group, biotin, DIG, DNP, TAMRA, Texas-Red, ROX, XRITC, rhodamine, LC-Red 640, a mercapto group, psoralen, cholesterol, FITC, 6-FAM, TET, cy3, cy5, BODIPY 564/570, BODIPY 500/510, BODIPY 530/550 and BODIPY 581/591 is conjugated to a 5' terminus is used for hybridizing to said DNA.